



WDAF-TV

KCK-TV
ORDER

Print Date 10/18/12 Page 1 of 7

Flight Dates 10/16/12-10/22/12

Contract / Revision 583475 / SPENCE 4 MO GOV

Original Date / Revision 10/18/12 10/18/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

814 King Street
Suite 400
Alexandria, VA 22314

Sales Region NAT

Agency Ref

Product

Agency Com 15%

Billing Contact

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 153680

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	38420
KCWE	%	0
KMBC	25%	38420
KMCI	%	0
KPXE	%	0
KSHB	25%	38420
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	83	\$32,657.00	\$38,420.00	0.00	10/01/12	10/22/12	83	\$32,657.00	\$38,420.00
Totals	83	\$32,657.00	\$38,420.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
1	4	10/18/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00		
NEWS															REV		
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12				10/21/12	---	TF--	4	\$200.00	0.00								
2	4	10/18/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00		
LIVE WITH KELLY															REV		
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12				10/21/12	---	TF--	4	\$100.00	0.00								
3	4	10/18/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00		
FAM FEUD															REV		
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12				10/21/12	---	TF--	4	\$100.00	0.00								



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Contract / Revision 583475 **Flight Dates** 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE 4 MO GOV

Estimate # C16C22



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Contract / Revision 583475 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 12	4	10/18/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (8:30 PM-6:00 PM)	---TF--	:30	4	\$400.00	3	0.00	NM		3	\$1,200.00
NEWS																
		Start Date	End Date	Weekdays		REV				Spots/Week	Rate	Rating				
		Week: 10/15/12	10/21/12	---TF--						4	\$400.00	0.00				
Spot	Ch	Date Range	Description				Start/End Time			Weekdays	Length	Rate	Rtg	Type		
3	4	10/15/12-10/21/12	M-F 5-6p				530-6p	(5:30 PM-6:00 P	---ThF----	:30	(\$400.00)	0.00	NM			
Credited																
[+]																
E 13	4	10/18/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	4	\$540.00	3	0.00	NM		2	\$1,080.00
NEWS																
		Start Date	End Date	Weekdays		REV				Spots/Week	Rate	Rating				
		Week: 10/15/12	10/21/12	---TF--						4	\$540.00	0.00				
Spot	Ch	Date Range	Description				Start/End Time			Weekdays	Length	Rate	Rtg	Type		
1	4	10/15/12-10/21/12	M-F 6-630p				6-630p		---ThF----	:30	(\$540.00)	0.00	NM			
Credited																
[+]																
15	4	10/20/12	10/20/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$100.00	3	0.00	NM		1	\$100.00
FOX LATE NT																
		Start Date	End Date	Weekdays		REV				Spots/Week	Rate	Rating				
		Week: 10/15/12	10/21/12	-----S-						1	\$100.00	0.00				
17	4	10/18/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	2	\$800.00	3	0.00	NM		2	\$1,600.00
NEWS																
		Start Date	End Date	Weekdays		REV				Spots/Week	Rate	Rating				
		Week: 10/15/12	10/21/12	---TF--						2	\$800.00	0.00				
E 18	4	10/18/12	10/19/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---TF--	:30	8	\$400.00	3	0.00	NM		4	\$1,600.00
NEWS																
		Start Date	End Date	Weekdays		REV				Spots/Week	Rate	Rating				
		Week: 10/15/12	10/21/12	---TF--						8	\$400.00	0.00				
Spot	Ch	Date Range	Description				Start/End Time			Weekdays	Length	Rate	Rtg	Type		
3	4	10/15/12-10/21/12	M-F 1030-1102p				1030-1102p		---ThF----	:30	(\$400.00)	0.00	NM			
Credited																
[+]																
4	4	10/15/12-10/21/12	M-F 1030-1102p				1030-1102p		---ThF----	:30	(\$400.00)	0.00	NM			
Credited																
[+]																
6	4	10/15/12-10/21/12	M-F 1030-1102p				1030-1102p		---ThF----	:30	(\$400.00)	0.00	NM			
Credited																
[+]																
7	4	10/15/12-10/21/12	M-F 1030-1102p				1030-1102p		---ThF----	:30	(\$400.00)	0.00	NM			
Credited																
[+]																
19	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM		1	\$800.00
NEWS																
		Start Date	End Date	Weekdays		REV				Spots/Week	Rate	Rating				
		Week: 10/15/12	10/21/12	---TF--						1	\$800.00	0.00				



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Original Date / Revision		10/18/12/	10/18/12				Order Sep	00:15:00		
Advertiser		Spence, David/R/Mo Gov	Product SPENCE 4 MO GOV			Estimate #			C16C22	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals
									Rate Pri	Rtg Type Spots Amount
30	4	10/22/12	10/22/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00 3 0.00 NM 1 \$200.00
NEWS		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
31	4	10/22/12	10/22/12	M-----	1	\$200.00	0.00			
NEWS		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
32	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00 3 0.00 NM 1 \$375.00
NEWS		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
33	4	10/22/12	10/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$400.00 3 0.00 NM 1 \$400.00
NEWS		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
34	4	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00 3 0.00 NM 1 \$540.00
NEWS		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
35	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	2	\$400.00 3 0.00 NM 2 \$800.00
NEWS		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
36	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00 2 0.00 NM 1 \$2,200.00
WHEEL		REV								
Week: 10/22/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
37	4	10/18/12	10/18/12	MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$2,200.00 3 0.00 NM 1 \$2,200.00
NLCS		REV								
Week: 10/15/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
E 38	4	10/19/12	10/19/12	MLB Championship Series	CM-All	3p-CC	---F--	:30	3	\$2,200.00 3 0.00 NM 3 \$6,600.00
NLCS		REV								
Week: 10/15/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
39	4	10/19/12	10/19/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---F--	:30	1	\$800.00 3 0.00 NM 1 \$800.00
FOX LATE NT		REV								
Week: 10/15/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
40	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00 3 0.00 NM 1 \$800.00
FOX LATE NT		REV								
Week: 10/15/12		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			



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Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

Political LUR

Client SPENCE
Contract # 579972
HL# 9833348

Makegood Offer